



WILDE LAKE COMMUNITY ASSOCIATION

SLAYTON HOUSE
10400 Cross Fox Lane
Columbia, Maryland 21044-2398
wildelake.org
410-730-3987

Request for Proposals: Website Redesign for Wilde Lake Community Association

Proposal Due Date: March 31, 2023, 5PM ET.

Vendor Selection Date: No later than Friday, April 14, 2023.

Desired Project Start Date: No later than May 1, 2023.

Budget: Not to exceed \$10,000.

Ideal Launch Date: August 2023.

Organization Background

The Village of Wilde Lake is the oldest of the 10 villages which make up Columbia, Maryland, a planned community built by visionary developer James Rouse. The Wilde Lake Community Association (WLCA) was formed "to organize and operate a nonprofit civic organization, exclusively for the promotion of the health, common good and social welfare of the owners of property in, and the residents of, the Village of Wilde Lake."

WLCA is committed to supporting its mission by:

- Administering the Wilde Lake Village Covenants, which govern the exterior appearance and maintenance of properties in the Village.
- Offering a wide variety of programs, special events and classes.
- Advocating for Village residents in areas of interest and concern to Village residents.
- Providing information and referral services.
- Providing space for meetings and events at Slayton House and the neighborhood centers.

WLCA is governed by an elected Board of Directors in accordance with the Articles of Incorporation, By-Laws, and Covenants. Daily operations are managed by the Executive Director/Village Manager and staff, whose offices are located in Slayton House.

Purpose

A key part of WLCA's mission is to communicate with the residents of Wilde Lake about a variety of topics. As we continue to navigate through the pandemic, it has become increasingly clear that our website has not kept up with the times. We need an online presence which is more dynamic, and our website should serve as the hub for all our associated marketing and communications efforts.

Our goal for this project is to have a clean, modern website that can be maintained in-house, is welcoming and useful for site visitors, streamlines information collection efforts with online forms, offers ample opportunity to refresh photos and video, and ensures that online payments are secure and easily made.

Request for Proposals: Website Redesign for Wilde Lake Community Association

Project Background

WLCA's website is approximately five years old and is built on the WordPress platform. The site is littered with custom code which makes it hard to maintain, is not intuitive for end users, and lacks key functionality that could streamline processes for end users and staff. Additionally, the current site does not accurately reflect the WLCA brand or offer any meaningful capability to integrate updated photos, video, or social media.

Our preference would be to remain on WordPress, although our staff have varying levels of comfort with the platform and some additional training would be helpful. We are flexible and willing to work with existing themes and templates given our budget and timeframe for the project.

Key Features

Must Haves:

- Modern, accessible, and responsive design.
- Content areas with intuitive taxonomy, structured to improve SEO.
- Ability to edit every part of the site and add new content, including specifically imagery, video, and social media feeds (Facebook, Instagram).
- Integration with an online form builder and online payment processing.

Nice to Haves:

- Image galleries.
- Robust online events calendar.
- Google Analytics integration.
- Audit of existing content to drive decisions about what to keep, what to update, and what to delete.
- Support for content development (to be billed hourly and separately).

Timeline

Proposal due date: March 31, 2023

Decision date: April 14, 2023

Estimated project completion should be within three (3) months of project kickoff. For various reasons, August 2023 would be the best time for us to launch the new site.

Budget

Ideally, we seek to spend no more than \$10,000 on this project (not including hosting or software costs). We understand that this budget is tight and are interested to hear feedback from vendors about how we could reasonably meet our goals and our budget.

**Request for Proposals:
Website Redesign for Wilde Lake Community Association**

Proposal Instructions

Please send proposals to covenants@wildelake.org by 5PM ET on Friday, March 31, 2023. Brevity in proposals is appreciated. The following sections should be included in your response:

- *About:* A brief background of your firm.
- *Proposed Team:* A list of staff members who could be assigned to our project, with a brief biography demonstrating their experience in the nonprofit website space. Staff members can be representative.
- *Project Plan:* The project plan should include all major anticipated tasks, timeframe to complete each task, and total estimated cost across all labor categories for each task.
 - If your firm offers expert content development services, please provide detail on the services you provide as well as the applicable hourly rate(s).
- *Portfolio:* Please provide 3-5 examples of websites your firm has previously created for nonprofits, NGOs, and/or government agencies.
- *References:* WLCA will request that vendors provide three (3) references from clients with similar projects upon notification of finalist status. Firms who cannot provide three references may be disqualified.

Procurement and Contracting

WLCA adheres to Columbia Association's procurement regulations, which can be found online: <https://columbiaassociation.org/about-us/procurement/>. WLCA invites local, minority- and/or woman-owned firms to apply.

A contract may not be awarded under this procurement if WLCA cannot come to terms with the winning vendor(s).